

The Influence of Promotion Effectiveness and Service Quality on Purchase Decisions at Madani Caffe Surabaya

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ABSTRACT

This study aims to analyze the influence of Promotion Effectiveness and Service Quality on consumers' purchasing decisions at Madani Caffe. Surabaya. Utilizing a quantitative method, The data were collected using questionnaires and processed through the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The study involved 96 respondents selected through a convenience sampling method. The findings reveal that both Promotion Effectiveness and Service Quality exert a positive and significant effect on purchasing decisions. The results emphasize the vital role of social media promotion in strengthening brand image, alongside prompt and responsive service as essential elements in enhancing customer satisfaction and influencing purchasing decisions at Madani Caffe.

INTRODUCTION

Coffee shops have become one of the most attractive business ventures in Indonesia (Anggraeni & Soliha, 2020). The rapid growth of coffee shops in major cities indicates the fast-paced development of the coffee industry in the country. More than just a place to enjoy beverages, coffee shops are now part of urban lifestyle and a creative space for youth.

Data Konsumsi Kopi di Indonesia Terbaru

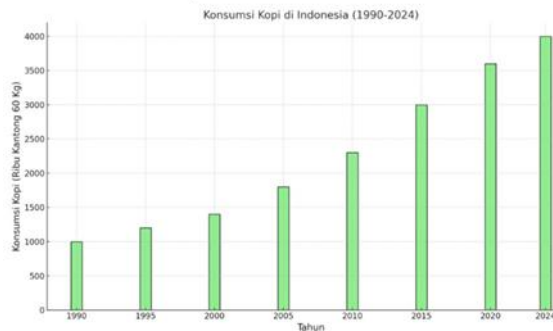


Figure 1. Coffe Consumption in Indonesia 1990-2024 Source : Website Santino Coffe Indonesia

The rising trend of coffee consumption in Indonesia has also been accompanied by a rise in the number of coffee shops across both major and smaller cities (Haryanto et al., 2023). The emergence of contemporary coffee outlets with modern concepts that offer a comfortable atmosphere has transformed coffee shops into more than just places to drink coffee—they have become spaces for working and socializing. This phenomenon illustrates how the coffee industry has expanded across various segments of society, both globally and locally. Rapid growth in this industry has occurred in many cities within East Java, including Surabaya and Sidoarjo. Being the capital of East Java Province and a metropolitan area, Surabaya holds significant potential as a source of income for entrepreneurs aiming to develop businesses in the leisure sector.

Since 2019, the number of coffee shops in Surabaya has increased dramatically, like mushrooms growing in the rainy season (Pratiwi, 2022). According to the East Java branch of the Indonesian Café and Restaurant Entrepreneurs Association (Apkrindo), the growth trend of coffee-based cafes has risen by 16%–18% annually since 2019, in line with the modern lifestyle of urban communities. This indicates that Surabaya offers promising opportunities for entrepreneurs in the food and beverage industry, particularly in the coffee shop sector.

The success of a coffee shop largely depends on the effectiveness of its marketing activities related to the products and services offered. By implementing appropriate marketing concepts, business actors can design targeted market and promotional strategies, ultimately aiming to increase sales volume (Gultom & Tamengkel, 2022). Social media promotions have also proven effective in reaching young consumers and influencing their purchase decisions due to their interactive and easily accessible nature (Iqbal & Nuraini, 2024).

The rapid growth of internet users in Indonesia has enhanced the effectiveness of social media as a popular and powerful digital marketing

platform for building direct relationships between brands and consumers. This factor must be considered as part of optimal efforts to increase company revenue.

Based on available data, Madani Caffé has experienced a decline in company revenue each year, which clearly requires attention to understand the reasons behind the downward trend. In order to ensure that coffee shops remain competitive in the current highly competitive business environment, an increase in sales volume is necessary. This can be achieved by boosting the number of customer purchases (Gultom & Tamengkel, 2022). Service quality is one of the main factors that shape consumers' purchasing decisions. In addition to service quality, a strong and attractive promotional strategy can also significantly impact purchase decisions.

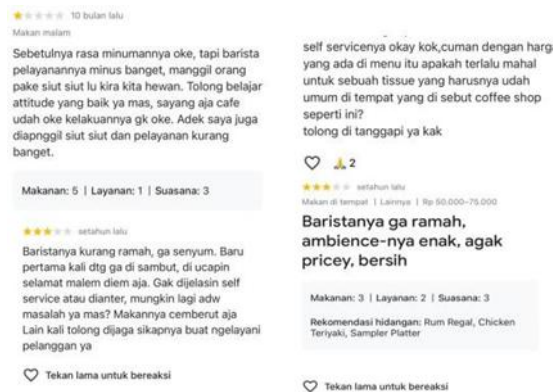


Figure 2. Google Review Madani Caffé

Source : Google Review Madani Caffé

Based on reviews provided by customers who have visited Madani Caffé Surabaya on the Google Review platform, the café received an average rating of 4.6 out of 5. This rating indicates that the overall customer perception of Madani Caffé Surabaya is fairly positive. However, according to the review table presented above, there are still several negative evaluations given by customers, particularly concerning service quality and the lack of clear promotional efforts from Madani Caffé Surabaya. Therefore, both service quality and product promotion at Madani Caffé are still perceived as less satisfactory in the minds of consumers. Taking into account the suggestions and complaints from existing customers, this study was conducted with the aim of analyzing the factors that influence consumer purchase decisions amid the intense competition in the coffee shop industry.

LITERATURE REVIEW

Marketing Management

Kotler and Keller (as cited in Hasan & Wibowo, 2020) Marketing management is often viewed as both an art and a science, encompassing the process of identifying target markets and engaging in activities aimed at attracting, nurturing, and maintaining customer relationships by creating, delivering, and conveying exceptional value. In a similar vein, Djaslim Saladim (2016:3) also emphasizes this perspective (as cited in Mamonto et al., 2021) defines marketing management as a series of planned activities, beginning with

situation analysis, followed by strategy formulation, implementation, and outcome control. From these perspectives, it can be inferred that marketing management is an integrated process requiring companies to plan, direct, set pricing, and promote the products and services they offer.

Promotion

Kotler and Armstrong (as cited in Kevin & Carsana, 2020) define promotion as an activity aimed at communicating a product's benefits to persuade consumers to make a purchase. Similarly, Fandy Tjiptono (2001:219) (as cited in Radji & Kasim, 2020) describes promotion as a form of marketing communication, which involves efforts to deliver information, influence or persuade, and remind the target market to accept, purchase, and remain loyal to the product offered. Furthermore, Sofyan Assauri (2010) (as cited in Efendi & Aminah, 2023) identifies several promotion indicators, including providing information, persuading and influencing, building a positive image, fulfilling consumer desires, and utilizing advertising as a communication tool.

Service Quality

Tjiptono (2014:268) (as cited in Ekonomi & Manajemen, 2018) defines service quality as the desired level of excellence and the ability to maintain that standard in order to meet customer needs. As a crucial element in gaining a competitive edge, companies aim to meet consumer needs in the best possible way. Customers often evaluate and compare what they give with the benefits or services they receive. Kotler and Keller (2016) (as cited in D. P. N. I. Sari et al., 2024) there is five key indicators of service quality: Reliability, Tangibles, Responsiveness, Empathy and Assurance.

Purchase Decisions

According to Schiffman and Kanuk (as cited in S. P. Sari, 2020), a purchase decision is the act of selecting from two or more available alternatives, implying that a decision can only be made when multiple options are present. Similarly, Arianty and Andira (2021:41) describe a purchase decision as an action taken to address an emerging problem or a sequence of steps carried out to achieve goals in the most efficient and cost-effective manner possible. The indicators of purchase decision, according to Thompson (2016:57) in (Erinawati & Syafarudin, 2021), consist of four aspects: meeting needs, having benefits, accuracy in purchasing the product, and repeat purchases.

The Influence of Promotion Effectiveness on Purchase Decisions

Attractive promotions can increase customer interest in making purchase decisions for the offered products, as they provide greater benefits for the consumers themselves. Thus, promotion is considered one of the factors that affect purchasing decisions (Kesuma et al., 2021). This aligns with the findings of Efendi & Aminah (2023), who state that greater promotion effectiveness leads to a higher increase in purchasing decisions.

The Influence of Service Quality on Purchase Decisions

Amid increasingly intense competition, service quality has become a significant differentiating factor. Companies that are able to offer better service than their competitors gain an added value that encourages customers to choose their products (Sinta Yuliana, 2022). Furthermore, service quality is closely linked to customer satisfaction, as delivering high-quality service encourages consumers to develop long-term relationships with the company. This is reinforced by research from Arniti et al. (2025), which found that the better the service quality, the higher the purchasing decisions achieved.

Based on the aforementioned explanation, the hypotheses of this study are as follows:

1. Promotion Effectiveness has a positive influence on Purchase Decisions at Madani Caffe Surabaya.
2. Service Quality has a positive influence on Purchase Decisions at Madani Caffe Surabaya.

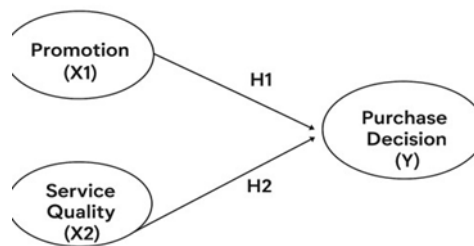


Figure 3. Conceptual Framework

METHODOLOGY

This quantitative research aims to analyze the impact of promotion effectiveness and service quality on purchasing decisions at Madani Caffe. Data were gathered through online questionnaires distributed via Google Forms, utilizing a Likert scale, and targeted to respondents who met specific criteria, such as having purchased and experienced Madani Caffe Surabaya's products. The study applied a convenience sampling technique, and the collected data were processed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the help of SmartPLS software to assess validity, reliability, and the relationships among variables in the research model.

RESEARCH RESULT

Table 1. Outer Loading

Outer Loading Test

	Promotion Effectiveness (X1)	Service Quality (X2)	Purchase Decisions (Y)
X1.1	0,802		
X1.2	0,827		
X1.3	0,837		
X1.4	0,732		
X1.5	0,824		
X2.1		0,821	

X2.2	0,805	
X2.3	0,865	
X2.4	0,813	
X2.5	0,810	
Y1.1		0,796
Y1.2		0,769
Y1.3		0,780
Y1.4		0.793

The test results show that all indicators in this study have outer loading values >0.7 , indicating that each indicator for the variables promotion effectiveness, service quality, and purchase decision has met the validity criteria and is able to optimally represent its respective variable. Therefore, all indicators are considered suitable for use in the next stage of analysis.

Cross Loading

Table 2. Cross Loading

	Promotion Effectiveness (X1)	Service Quality (X2)	Purchase Decisions (Y)
X1.1	0,802	0,258	0,554
X1.2	0,827	0,341	0,589
X1.3	0,837	0,337	0,629
X1.4	0,732	0,235	0,507
X1.5	0,824	0,395	0,650
X2.1	0,336	0,821	0,607
X2.2	0,220	0,805	0,490
X2.3	0,419	0,865	0,664
X2.4	0,329	0,813	0,578
X2.5	0,289	0,810	0,592
Y1.1	0,559	0,476	0,796
Y1.2	0,583	0,556	0,769
Y1.3	0,551	0,652	0,780
Y1.4	0,601	0,553	0.793

Based on the cross-loading values presented in the table above, it is evident that each indicator for the variables of promotion effectiveness, service quality, and purchase decision has a higher loading factor on its own variable than on the others. Hence, it can be concluded that all indicators fulfill the discriminant validity requirements and demonstrate a high level of validity.

Average Variance Extracted (AVE)

Table 3. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Promotion Effectiveness (X1)	0,648
Service Quality (X2)	0,677
Purchase Decisions (Y)	0,615

Based on the AVE values shown in the table, all variables in this study meet the convergent validity requirements, as each value is >0.5 . The AVE value for the promotion effectiveness variable is 0.648, for service quality is 0.677, and for purchase decision is 0.615. Therefore, each indicator can optimally represent its construct variable and has fulfilled the criteria for discriminant validity.

Composite Reliability

Table 4. Construct Reliability and Validity

Composite Reliability	
Promotion Effectiveness (X1)	0,902
Service Quality (X2)	0,913
Purchase Decisions (Y)	0,865

Based on the previous table, all variables in this study have Composite Reliability (CR) values ≥ 0.7 , which signifies a strong level of reliability. The CR value for the promotion effectiveness variable is 0.902, for service quality is 0.913, and for purchase decision is 0.865. These findings demonstrate that all indicators are consistent and reliable in representing the construct of each variable.

PLS Model Analysis

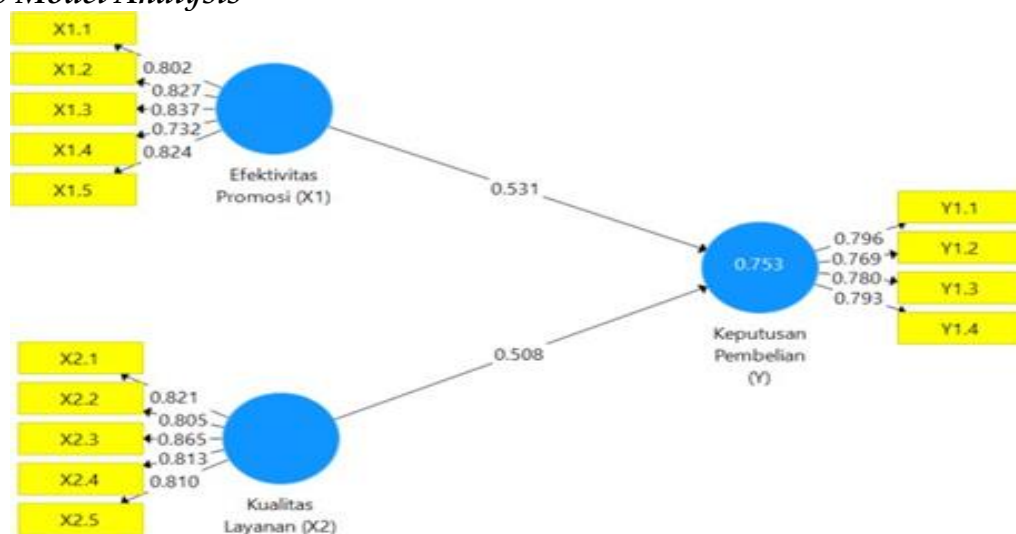


Figure 4. PLS Output Result Path Diagram

R-Square

Tabel 5. R-Square

R Square	
Purchase Decisions (Y)	0,753

Based on the table above, the Purchase Decision variable (Y) shows an R-Square value of 0.753, meaning that 75.3% of the variation in purchase decisions is explained by the Promotion Effectiveness variable (X1) and Service Quality (X2). The remaining 24.7% is attributed to other variables not included in the model.

Hypothesis Test

Tabel 6. Path Coefficients (Mean, STDEV, T-Value, P-Value)

	Path Coefficients	T Statistics	P values	Description
Promotion Effectiveness (X1) - > Purchase Decision (Y)	0,531	8,905	0,000	Accepted
Service Quality (X2) -> Purchase Decision (Y)	0,508	8,834	0,000	Accepted

DISCUSSION

Based on the path coefficients table, the conclusions for the research hypotheses are as follows:

1. Promotion Effectiveness (X1) positively affects Purchase Decision (Y) at Madani Caffe Surabaya and is accepted, with a path coefficient of 0.531, a T-Statistics value of 8.905 > 1.96, and a P-Value of 0.000 < 0.05, indicating a positive and significant relationship.
2. Service Quality (X2) positively affects Purchase Decision (Y) at Madani Caffe Surabaya and is accepted, with a path coefficient of 0.508, a T-Statistics value of 8.834 > 1.96, and a P-Value of 0.000 < 0.05, also indicating a positive and significant relationship.

The Influence of Promotion Effectiveness on Purchase Decision

The results of the data analysis indicate that Promotion Effectiveness significantly influences Purchase Decisions at Madani Caffe Surabaya. Therefore, the first hypothesis of this study is confirmed. This finding suggests that the more effective the promotional efforts, the stronger their impact on encouraging purchase decisions at Madani Caffe Surabaya.

From the factor loading test results, the highest indicator in the promotion effectiveness variable is the ability of the promotion to create an image. This finding suggests that promotions that successfully create a positive perception of Madani Caffe in consumers' minds play a crucial role in driving their purchase decisions. Consumers are more encouraged to make purchases if the promotional

message creates a strong, appealing impression that aligns with their expectations of a café – whether in terms of atmosphere, quality, or brand image.

The respondent characteristics reveal that most participants in this study are female, who tend to visit coffee shops more often for emotional fulfillment, social interaction, and lifestyle-driven reasons. In today's context, coffee shops are not merely venues for enjoying beverages but also serve as inviting spaces for socializing, sharing experiences, or spending peaceful moments alone. The effectiveness of promotional efforts in shaping a positive perception among consumers demonstrates that strategies – such as leveraging social media with appealing visuals, delivering emotionally resonant and relevant messages, and offering special deals aligned with customer preferences (e.g., specific-day discounts or bundle packages) – have successfully positioned Madani Caffe as a modern, welcoming destination that resonates with contemporary lifestyles. These positive impressions foster trust, comfort, and emotional connection with the brand, ultimately exerting a strong influence on consumers' purchasing decisions.

The findings of this study reveal that Promotion Effectiveness is a key factor in encouraging Purchase Decisions at Madani Caffe Surabaya. In essence, the more effective the promotional strategies applied, the greater the likelihood that consumers will decide to make a purchase. These results are consistent with previous research conducted by Efendi & Aminah (2023) titled "The Influence of Promotion and Product Quality on the Purchase Decision of Skintific Skincare Products (Study on Students of UPN 'Veteran' East Java)", and Napitupulu & Argo (2023) titled "The Influence of Promotion, Service Quality, and Brand Image on Purchase Decision among Shopee Users", Both studies concluded that promotion effectiveness positively impacts consumers' purchasing decisions.

The Influence of Service Quality on Purchase Decision

The study's findings indicate that the Service Quality variable significantly influences Purchase Decisions at Madani Caffe Surabaya, confirming and supporting the second hypothesis. In other words, the better the quality of service provided, the stronger the motivation for consumers to make a purchase at Madani Caffe Surabaya. Results from the factor loading analysis reveal that responsiveness is the highest-rated indicator within the service quality variable. This reflects that customers place great importance on the staff's readiness and promptness in addressing requests, handling complaints, and answering inquiries. A high level of responsiveness fosters a sense of being valued, cared for, and genuinely served, which in turn enhances customer satisfaction and increases the potential for repeat purchases.

Most respondents in this study are female members of Gen Z, who are students. This group tends to choose coffee shops that offer high-quality service, particularly in terms of responsiveness. A good level of responsiveness reflects the staff's alertness in serving customers – such as quickly responding to orders, fulfilling additional requests, and handling complaints swiftly and politely. This is especially important for students who seek a comfortable atmosphere for studying, having discussions, or relaxing. Therefore, improving service quality

is crucial for Madani Caffe to encourage purchase decisions. This can be achieved through staff training in communication and service, as well as by providing easily accessible customer feedback channels.

This study shows that Service Quality serves a crucial role in encouraging Purchase Decisions on Madani Caffe Surabaya. In other words, the better the service strategy implemented, the higher the likelihood that consumers will make a purchase. These research findings are consistent with previous studies by Efendi & Aminah (2023), titled "The Influence of Promotion and Product Quality on the Purchase Decision of Skintific Skincare Products (Study on Students of UPN 'Veteran' East Java)", and by Napitupulu & Argo (2023), titled "The Influence of Promotion, Service Quality, and Brand Image on Purchase Decision among Shopee Users", Which affirmed that both promotion effectiveness and service quality positively affect consumers' purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

The findings of this study indicate that Promotion Effectiveness plays a significant role in influencing Purchase Decisions at Madani Caffe Surabaya, as evidenced by the strong and significant impact of this variable. In other words, the more effective the promotion, the greater the likelihood of consumers making a purchase.

Similarly, Service Quality is also a key contributor to Purchase Decisions at Madani Caffe Surabaya, demonstrated by its significant positive effect. This means that the higher the level of service quality provided, the stronger the tendency for consumers to proceed with a purchase.

ADVANCED RESEARCH

Future studies are advised to incorporate additional variables such as price, location, brand image, and customer satisfaction that may also affect purchase decisions, to achieve a more comprehensive understanding.

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